

R.J. REYNOLDS

TOBACCO COMPANY

TO: ALL NEW YORK METRO
DIVISION MANAGERS
RETAIL MANAGERS

DATE: OCTOBER 10, 1996

FROM: R.J. O'ROURKE
REGIONAL OPERATIONS MANAGER

SUBJECT: FOURTH QUARTER 1996 COMPETITIVE PROMOTIONAL
RESPONSE - PRICING STRATEGIES

PLEASE DISTRIBUTE AND DISCUSS WITH YOUR REPS
SO THEY HAVE FULL UNDERSTANDING OF THE ATTACHED.

*Include this note on each
file:*

*"Please hand out and discuss
with your reps so they have
full understanding."*

Ann,

*Please send to all DM's & RM's
Include enough copies for all
of their reps for them to
hand out.*

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